



Du Pont House Paint is the result of years of painstaking laboratory research, of thousands of tests on Du Pont paint farms and hundreds of test houses. Above are unretouched photographs of two paint panels exposed for 2½ years to the sun, rain, sleet and snow on the Du Pont farm at Concordville, Pennsylvania. The top panel is coated with an ordinary paint very popular a few years ago; the bottom panel with Du Pont Self-Cleaning House Paint. Notice how much smoother and whiter the Du Pont House Paint Panel is after years of weathering.

You choose enduring beauty and protection for your home when you choose ...

Du Pont Self-Cleaning House Paint



- 1 High Hiding:** Covers hard-to-hide stains with minimum number of coats.
- 2 Fast, easy application:** Flows freely from the brush with little effort. Saves the painter's time and your money.
- 3 Years of protection:** The smooth, durable film resists cracking and checking, and because Du Pont House Paint wears down evenly, less surface preparation is needed at repainting time.
- 4 Exceptional coverage:** One gallon covers 500 to 600 square feet—one coat. That means less paint to buy and dollars saved.

NEW! DU PONT HOUSE PAINT PRIMER

Especially formulated first-coater for bare wood and badly-weathered painted surfaces. Excellent hiding and adhesion. Saves time and material.



Better Things for Better Living . . . through Chemistry



Self-Cleaning **HOUSE PAINT**



STARTS WHITE...STAYS WHITE



make yours the *Whitest* house on the street

The painters have gone. Your house stands like a jewel in the sunlight, resplendent in a fresh coat of paint. You are proud of its clean, crisp beauty, its dazzling whiteness. And, more important, you know it will *remain* that way. Protected with Du Pont No. 40 Self-Cleaning House Paint, you know good looks have come to *stay* at your house.

Why does Du Pont House Paint stay white, year after year? Because it is Self-Cleaning! The diagram, right, shows you why Du Pont Paint on a house means a white that *stays* white.

In addition to being "Self-Cleaning," Du Pont House Paint possesses other advantages that save repainting bills . . . excellent hiding to reduce the number of coats, fine coverage, and outstanding durability. Du Pont House Paint combines beauty and protection for your house . . . when it is just painted, and for years to come!

The attractive tints in Du Pont House Paint are also "Self-Cleaning" . . . stay bright and beautiful throughout their long life.

SAVE THE SURFACE AND YOU SAVE ALL!

How Du Pont House Paint *Cleans Itself*



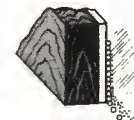
Magnified Cross Section
Shows "Self-Cleaning" Process



1. All paints collect dust and dirt during the first few months.



2. With Du Pont House Paint, a fine white powder forms on the surface after a few months.



3. Rains wash off this powder—and with it, much of the accumulated dirt and grime.



4. "Self-Cleaning" leaves surface clean and white . . . keeps it sparkling white for years. This cleaning process is gradual and does not adversely affect the long life of the paint.

While this "Self-Cleaning" process starts within a few months on most surfaces, excessive soot or heavy shade . . . or stains from metal surfaces such as screens . . . may interfere with or delay this process.



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